

In the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1 1. (Original) A system for user recognition and customized
2 content provisioning, the system comprising:
3 a data acquisition device for acquiring data related to a user
4 without active user input or participation, the device including a
5 sensor located therein; and
6 an apparatus capable of presenting customized content to the
7 user, the customized content being related to the acquired data
8 related to the user.

2 to 9. (Canceled)

1 10. (Original) An apparatus for content provisioning comprising:
2 means for acquiring data related to a user without active user
3 input or participation, the means for acquiring data including a
4 sensor located therein; and
5 means for presenting customized content to a user in response
6 to parameters associated with recognition of the user.

11. (Canceled)

1 12. (Original) A television system comprising:
2 a sensor capable of acquiring data related to a user without
3 active user input or participation;
4 a processor communicatively coupled to the sensor, the
5 determining characteristics of the user based upon the acquired
6 data; and
7 a display providing content to be viewed by the user, the
8 content being customized for the user based upon the
9 characteristics determined by the processor.

1 13. (Previously Presented) The television system of claim 12
2 wherein the sensor is embedded in a remote control device, the
3 remote control device having a plurality of control keys capable of
4 providing signals to control the display and having a fingerprint
5 sensor embedded in one of the control keys.

14 to 18. (Canceled)

1 19. (Original) A method of providing customized content to a user,
2 the method comprising:
3 collecting user data without active identification measures by
4 the user;
5 determining characteristics of the user from the collected
6 user data; and
7 providing customized content to the user based upon the
8 determined characteristics.

20 to 28. (Canceled)

1 29. (Previously Presented) A remote control device comprising:
2 a housing;
3 electronic circuitry disposed within the housing;
4 a signal transmitter disposed within the housing;
5 a plurality of control keys disposed on an outer surface of
6 the housing, at least some of the control keys operable by hand;
7 and
8 a fingerprint sensor embedded in one of the control keys.

30 to 32. (Canceled)

1 33. (Currently Amended) The device of claim ~~28~~ 29 wherein:

2 the control keys include at least some control keys disposed
3 in a thumb actuated cross configuration; and
4 the fingerprint sensor is integrated within a middle portion
5 of the thumb operated cross configuration.

1 34. (Currently Amended) The device of claim ~~30~~ 29 wherein:
2 the control keys include an activation key operable to
3 activate the remote control device; and
4 the fingerprint sensor is embedded in the activation key.

35 and 36. (Canceled)

1 37. (Previously Presented) The system of claim 1 wherein the data
2 acquisition device comprises a remote control device having a
3 plurality of control keys and a fingerprint sensor embedded in one
4 of the control keys.

38 to 40. (Canceled)

1 41. (Previously Presented) The apparatus of claim 10 wherein the
2 means for acquiring data comprises a remote control device having a
3 plurality of control keys and a fingerprint sensor embedded in one
4 of the control keys.

42 to 44. (Canceled)